

## Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

UNCLAS STATE 213791

E.O. 11652: N/A

TAGS: BEXP, BFOL, MX

SUBJ: GLOBAL MARKET RESEARCH: FOOD PROCESSING AND  
PACKAGING EQUIPMENT - MEXICO

REF: A-1665

1. COMMERCE HAS REVIEWED REPORT PREPARED BY BATRES, VALDES, WYGARD Y ASOCIADOS, S.C., AND FOUND CONTRACTOR HAS NOT SATISFIED RESEARCH SPECIFICATIONS. REPORT OMITTS MUCH REQUIRED INFORMATION, CONTAINS MANY DISCREPANCIES AND APPARENT STATISTICAL ERRORS, AND DOES NOT FOLLOW SPECIFIED FORMAT. THESE DEFICIENCIES CONSIDERED SERIOUS.

2. ACTION REQUESTED

TRANSMIT COPY FOLLOWING ANALYSIS OF REPORT TO BATRES, VALDES, WYGARD Y ASOCIADOS SOONEST AND OBTAIN COMMITMENT THAT THEY WILL SUBMIT INFORMATION REQUIRED TO AMEMBASSY BY OCTOBER 18.

3. FINAL PAYMENT TO CONTRACTOR WILL BE APPROVED UPON RECEIPT AND ACCEPTANCE BY COMMERCE OF SUPPLEMENTARY INFORMATION REQUESTED IN ANALYSIS.

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4. ANALYSIS OF BATRES, VALDES, WYGARD Y ASOCIADOS REPORT

(FOR CONTRACTOR)

THIS ANALYSIS IS ORGANIZED IN ACCORDANCE WITH SEQUENCE OF MARKET RESEARCH SPECIFICATIONS. ADDITIONAL INFORMATION OR CLARIFICATION REQUIRED IS SUMMARIZED UNDER APPROPRIATE SECTION NUMBER. PARENTHETICAL PAGE REFERENCES APPLY TO CONTRACTOR'S REPORT. INFORMATION REQUESTED KEPT TO MINIMUM REQUIRED TO PUBLISH COUNTRY MARKET SURVEY.

1.24.05

PROVIDE COMPLETE NAMES OF COMPANIES WHERE SUCH NAMES APPEAR INITIALLY IN THE REPORT (PP. 80-89, 90-101).

3.21.01; 3.21.02; 3.21.03

FIGURES FOR IMPORTS OF PACKAGING EQUIPMENT GIVEN IN TABLE 1 (P. 4) INCLUDE LARGE AMOUNT OF NON-FOOD PACKAGING EQUIPMENT, AS EVIDENCED BY ANALYSIS OF TABLE 6 (PP. 10-20). APPARENT THEREFORE THAT SALES FIGURES IN TABLE 1 AND TABLE 3 (P.6) ALSO INCLUDE SALES OF PACKAGING EQUIPMENT FOR NON-FOOD USE. REVISE TABLE 1 AND TABLE 3 TO REFLECT ONLY SALES OF FOOD PACKAGING EQUIPMENT.

INDICATE IN TABLE 1 PERCENT SHARE OF TOTAL PACKAGING EQUIPMENT SALES REPRESENTED BY FOOD PACKAGING EQUIPMENT SALES.

TABLE 1 DOES NOT MENTION EXPORTS OF FPP EQUIPMENT. CALCULATIONS OF TOTAL MARKET SIZE MUST TAKE INTO ACCOUNT EXPORTS, IF SIGNIFICANT. INDICATE IMPORTANCE OF EXPORTS, AND REVISE TABLES 1, 2 (P.5), AND 3 ACCORDINGLY.

TABLES 2 AND 3 MUST INCLUDE PROJECTIONS FOR 1974 AND 1978, CALCULATED PER INSTRUCTIONS GIVEN IN SECTION 3.21.06 (A AND D) OF RESEARCH SPECIFICATIONS.

3.21.05

PROVIDE ESTIMATE OF QUICK-FREEZING EQUIPMENT SALES IN 1973. INFORMATION PROVIDED NOT CONSIDERED SUFFICIENT.

3.22.01

PROVIDE FOR TABLE 6 ESTIMATED PERCENTAGE OF TOTAL PACKAGING EQUIPMENT IMPORTS REPRESENTED BY FOOD PACKAGING EQUIPMENT.

3.22.02

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PROVIDE REQUIRED ESTIMATES.

3.31.01 (B)

INDICATE WHETHER "CAPITAL INVESTMENT" (P. 75) REPRESENTS TOTAL FIXED ASSETS OR CAPITAL EXPENDITURES FOR ONE YEAR ONLY.

3.31.01(C)

LIST MAJOR EQUIPMENT SUPPLIERS TO EACH SECTOR, AND INDICATE NATIONALITY OF EACH.

3.32.01 (A)

INDICATE PRODUCTION OF WHEAT, CORN FLOUR, NIXTAMAL, RICE (P. 100) BY QUANTITY.

3.32.01 (B)

IDENTIFY NATIONALITY OF OWNERS OF COMPANIES LISTED (PP. 96, 100).

3.32.01 (C)

INDICATE APPROXIMATE PERCENTAGE OF HARD LIQUOR SALES OR PRODUCTION ACCOUNTED FOR BY LARGE ENTERPRISES LISTED (P. 91).

INDICATE APPROXIMATE PERCENTAGE OF SALES OR PRODUCTION ACCOUNTED FOR BY LARGE ENTERPRISES IN THE SUGAR AND CONFECTIONERY SECTOR AND THE FRUIT AND VEGETABLE PROCESSING SECTOR.

3.32.01 (E,G,H)

THIS IMPORTANT INFORMATION LACKING FOR ALL FIVE SECTOR PROFILES. SUPPLY INFORMATION REQUIRED.

3.32.01 (F)

PROVIDE INFORMATION ON NEW OR HIGHLY DEVELOPED FOOD PROCESSING/ PACKAGING METHODS IN BEVERAGES SECTOR AND FRUIT AND VEGETABLE PROCESSING SECTOR.

3.33.01 (C)

UNABLE IDENTIFY TWO FIRMS: ROBERTS AND UNION SPECIAL (P. 103). SPECIFY COUNTRY OF OWNERSHIP.  
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GIVE DATES INSTALLATION MAJOR EQUIPMENT (PP. 102-106).

3.40.01 (B AND C)

PROVIDE LIST OF MAJOR NATIONAL (I.E., LOCALLY-OWNED) MANUFACTURERS OF FPP EQUIPMENT AND OF MAJOR U.S. AND THIRD-COUNTRY SUPPLIERS AND MAJOR CATEGORIES OF EQUIPMENT PRODUCED BY EACH. ALSO, EXPLAIN WHY OF "LARGEST MEXICAN MANUFACTURERS" LISTED (P. 108), ONLY TWO LISTED (PP. 80-89) AS MAJOR SUPPLIERS TO MEXICAN MARKET.

3.40.01 (D)

DISCUSS RELATIVE IMPORTANCE OF NATIONAL (I.E., LOCALLY-OWNED) MANUFACTURERS IN INDUSTRY.

3.40.01 (F)

DISCUSS PROSPECTS FOR GROWTH OF FPP EQUIPMENT EXPORTS.

3.53.01 (A)

PROVIDE LIST OF MAJOR PRESPECTIVE CUSTOMERS AS SPECIFIED.

THIS ITEM CONSIDERED ESSENTIAL.

3.53.01 (B)

PROVIDE NAMES AND TITLES OF CONTACTS FOR ASSOCIATIONS LISTED.

3.43.01 (C)

PROVIDE ADDRESS OF NATIONAL SUGAR PRODUCER'S ASSOCIATION  
YEARBOOK (P. 115).

3.40.1 "(A)

INDICATE NUMBER OF LOCAL MANUFACTURERS THAT PRODUCE  
FOOD PROCESSING EQUIPMENT AND NUMBER THAT PRODUCE FOOD PACKAGING  
EQUIPMENT (P. 107). KISSINGER

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